

**LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION**

**July 8, 2014**

**10:00 AM**

**VETERANS' MEMORIAL AUDITORIUM**

5825 Florida Blvd

Baton Rouge, LA 70806

**CALL TO ORDER**

Matt Garber called the meeting to order at 10:16 AM.

**ROLL CALL**

Mary Gallent called roll and declared a quorum.

**MEMBERS PRESENT**

Rickey Ables

Larry Fontenot (10:20 AM)

Matt Garber

Garry Jones

Kalvin Keys

Venoy Kinnaird

Dr. Tara Smith

Kenneth Thornhill

Walter Tuma

**MEMBERS ABSENT**

Nelson Bordelon

Norm Brown, Jr.

**PUBLIC COMMENTS**

There were no comments

**APPROVAL OF MINUTES FOR THE JUNE 12, 2013 MEETING**

Mr. Kinnaird made the motion to approve the minutes from the January 7, 2014, meeting.

It was seconded by Mr. Ables and passed unanimously.

**FINANCIAL REPORTS**

Mr. Simon presented the Financial Report to the board. Mr. Ables made a motion to approve the Financial Report. Mr. Kinnaird seconded the motion, and it was approved unanimously.

**DIRECTOR'S REPORT**

- Mr. René Simon updated the board on the United States Sweet Potato Council's annual convention which was hosted by Louisiana and was a huge success.
- Mr. Simon stated that he was elected as secretary of the American Sweet Potato Marketing Institute's (ASPMI) board. He also stated that ASPMI is working with USDA to buy frozen or fresh sweet potatoes. He believes that the ASPMI membership is well worth maintaining and may eventually lead to increase sales of sweet potatoes overseas.
- Mr. Simon and Mrs. Nancy Steiner met with the Louisiana Restaurant Association to attempt to have Louisiana Sweet Potatoes used at more Louisiana

restaurant. Mr. Simon and Ms. Steiner stated they believe the Association would not be able to assist in their efforts.

- Mr. Simon stated that work continues to progress on the Pink Tag/Green Tag issue.
- Mr. Simon attended the annual USSPC meeting in Washington, DC, where he met with USDA and the Louisiana delegation.
- Mr. Simon stated that since the previous meeting, the Commission has been represented at the LA Dietetics' Show, School Nutrition Association of Louisiana, and the Texas Restaurant Show.

### **REPORT FROM DIANE ALLEN AND ASSOCIATES**

Mrs. Nancy Steiner submitted to the board the 2014 - 2015 Advertising Budget. A motion was made by Mr. Fontenot to accept the proposed advertising budget. It was seconded by Mr. Thornhill, and approved unanimously.

### **NOMINEES TO FILL COMMISSION VACANCIES**

Mr. Kinnaird made a motion to nominate Todd O'neal to the shipper position, Melvin Chapelle to the grower position, and Hunter Fife to the processor position. It was seconded by Mr. Ables, and passed unanimously.

### **OTHER BUSINESS**

#### **a) Consideration of the Proposed FY 2015 Budget**

Mr. Fontenot mad a motion to increase the funding to LSU to \$50,000, to reduce the proposed income to \$205,000, and to accept the remainder of the budget as proposed. It was seconded by Mr. Thornhill, and passed unanimously.

### **TIME AND PLACE FOR NEXT MEETING**

The date and location of the next meeting will be announced at a later date.

### **Adjourn**

Mr. Kinnaird made the motion to adjourn. It was seconded by Mr. Ables and passed unanimously.